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## MARTIN &amp; FERRARO, LLP

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## FACSIMILE TRANSMITTAL

## TO:

Name: Mail Stop RCE  
Art Unit 3622 / Examiner Arthur D. Duran

Firm: U.S. Patent &amp; Trademark Office

Fax No.: 571-273-8300

Subject: U.S. Patent Application No. 09/605,695

Steven Michael Schein

Filed: June 28, 2000

INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Attorney Docket No. 108.0003-00000

Customer No. 22882

Confirmation No.: 6334

## FROM:

Name: Amedeo F. Ferraro

Phone No.: 310-286-9800

No. of Pages (including this): 66

Date: August 8, 2008

Confirmation Copy to Follow: NO

## Message:

## CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that the attached Transmittal Form (in duplicate; the total amount of \$1,860 to cover the \$810 RCE fee and \$1,050 three (3)-month extension fee is to be charged to Deposit Account No. 50-1068), Request for Continued Examination (in duplicate), Amendment, and Information Disclosure Statement (IDS) Under 37 C.F.R. § 1.97(b) with Form PTO/SB/08 and 6 non-patent literature documents are being facsimile transmitted to the U.S. Patent and Trademark Office on August 8, 2008.

  
Miyabi Grace Forker

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AUG 08 2008

FORM PTO-1083

Attorney Docket No.: 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur D. Duran

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a Request for Continued Examination (RCE) and Amendment in reply to the final Office Action dated February 8, 2008 in the above-identified application.

- ☐ No additional fee is required.
- ☒ Applicant hereby requests a three (3)-month extension of time to respond to the above office action.
- ☐ A Terminal Disclaimer is enclosed.
- ☒ An Information Disclosure Statement Under 37 C.F.R. § 1.97(b) with Form PTO/SB/08 and 6 non-patent literature documents is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	41	-	41**	0	LG=\$50 SM=\$25	\$50	\$ 0
INDEPENDENT CLAIMS FEE	8	-	8***	0	LG=\$210 SM=\$105	\$210	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$370 SMALL ENTITY FEE = \$185		\$ 0
TOTAL							\$ 0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ A total amount of \$1,860 to cover the \$810 RCE fee and \$1,050 three (3)-month extension fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. **A copy of this sheet is enclosed.**
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

Date: August 8, 2008

By: Amedeo F. Ferraro  
Registration No. 37,1291557 Lake O'Pines Street, NE  
Hartville, Ohio 44632  
Telephone: (310) 286-9800  
Facsimile: (310) 286-279508/11/2008 PCHOMP1 00000001 501068 09605695  
01 FC:1253 1050.00 DA

Transmittal of Amendment 8-8-08

FORM PTO-1083

Attorney Docket No.: 108.0003-00000

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MARTIN & FERRARO, LLP

Date: August 8, 2008

By: 

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